California Network of Learning Professional

CNLP

Planning Meeting
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DOCUMENTATION

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ABOUT THE DOCUMENTATION

- **Formatting:** Due to length of the first two columns, I used blue boxes to separate items indicating slight shift in tasks subjects
- **Overlap:** There are overlapping ideas that if merged would clarify and focus the column activity/suggestions.
- **Member ideas:** These are the group's ideas. I will leave any organizing of columns, merging ideas etc. up to the group.

NEXT STEPS

I recommend that you quickly schedule a meeting with task force leaders and any team members who can attend to work on these next steps. Then each task force will have clear understanding of their tasks and responsibilities and what to do first. This will help ensure the TF teams are ready to report accomplishments at your next CNLP meeting.

A. House cleaning of columns

   Review each task force – to ensure appropriate tasks are under each TF, move where appropriate
- **Merging** some of the Task Force could add more TF support by increasing number of team members for each TF
   Consider -
   o Leadership with Strategic Planning
   o Or Leadership with Partnerships
   o Or Training/Development with Partnerships
   o Partnerships with Advocacy
- **Consider** How WEB TF can work along side of Marketing/Recruitment and Internal Communication TFs
- **Carefully review** Marketing/Recruitment, Internal Comm. and Training/Development TFs – for efficiencies and overlap

B. Work for each task force
- **Organize the key tasks by quarters** as they need to be accomplished over the next year. If tasks are not to be done this year, mark items as 08 activities. **The detail can be worked out in each TF first meeting**. *I have included TF worksheets for their first meeting, pgs 8 & 9.* Feel free to adjust these forms as needed.

C. Group as a whole
1. **Review sequencing** of all activities to ensure that they occur at the right time to support the activities among all TF groups, i.e. Mrktg/Recruitment, Internal Comm., SP task forces all have specific tasks regarding survey activities. Consider how these survey activities can be leveraged. You will find other leverage opportunities as well throughout task force activities.
2. **Set dates for future Task force meetings** - determine when and how often each TF needs to meet, set first mtg date, confirm contact information
3. **Determine communication methods** for & between Task Forces and to the CNLP members for news and progress updates
4. **Adjust & revise -** As you move forward and changes occur you will need to continually adjust and revise activities.
5. **Celebrate –** have a pizza party, give yourselves frequent pats on the back for your efforts, determination and accomplishments.

GUIDING QUESTION: Given our review of our last two years, our successes, the challenges we faced and the gaps that remain, what are the practical things that need to happen to successfully move CNLP forward over the next two years?

MARKETING & RECRUITMENT		INTERNAL COMMUNICATION	ADVOCACY	STRATEGIC PLANNING	TRAINING & DEVELOPMENT	WEB	LEADERSHIP SUCCESSION
Develop Motivational Plan to solicit CLNP membership participation	Recruitment product give-a-ways, flyers/ service for all new members	Create a web based survey – learn more about training community	Plan for Advocate to promote CNLP at highest levels	Develop a plan for "What's next"	Build Trgn skills – to have a niche, ie eval., measure, surveys, technical skills, web design,	Further develop website to contain more resource sharing	Develop respons. Doc. for members 7 leaders (have each member write their own?)
Write a marketing plan to reach target audience	Motivate new members	Survey members – what barriers to action and commitment	ID specific advocate responsibilities	Develop fresh strategic objectives – keep moving!	Research training innovations	Continually update information on CNLP Website	Grow leaders within CNLP – succession plan
Build recruitment program or new member program statewide		Survey members – what barriers to meeting attendance	Ask advocate to promote CNLP visibly	Identify customer needs – internal & external	Workshop – How to keep a network (CNLP) alive!	Consider "chat forum" on web link – instead of emails	Clearly define leadership roles & responsibilities
Marketing – getting the info out to the public	Ask each CNLP member to post info about CNLP on their "home" web site	Expand Electronic outreach & solicit feedback	Connect beyond governor's office to larger community of training e.g. ASTD	Identify specific CNLP actions/ outcomes for 07/08	Hold a training conference	Website maintenance	
Advertising campaign to promote CNLP	Use Web Site to explain mtgs, forums & how CNLP can benefit TO, dept, future, jobs etc.	Brainstorm ways to increase CNLP forum use	Identify executive staff at agency level to garner support for CNLP	Create measurable long-term goals	Another conference – bi-annual	Explore possibilities of having a non - state supported website	**PARTNERSHIP**
	Advertise thru agency intranets	Send cute email survey which links answer to website	Request advocate to raise support issues w/Agency Sec	Develop standards for continuous review	Less process more product		Develop teams of "expertise" areas to tap
Involve more state trainers in CNLP	Advertise CNLP on ee pay stubs		Need reports from advocacy	Add workforce planning to SP			Share – link programs, ideas other resources
Identify state trgn professionals		Increase use of Website					
Develop current list of trainers for all departments	Continuum - Continue to create new goals	Send regular e-mail advertisements of website content					
Identify all state trainers – to get new members		Advertise through Agency intranets					
	Market forum to CA Training Chiefs						
What are Benefits for departments	Request support from chiefs for CNLP volunteers	Identify "TO contacts" from all depts. To pass on info to other TOs					

MARKETING & RECRUITMENT		INTERNAL COMMUNICATION
Continued		
Identify" target audience" & their WIIFM's	Communicate w/ dept leaders re what we need from depts. i.e. support & commitment	Publish article on "Success Stories" on CNLP website
Develop departmental WIIFM lists	Get Chief Training Officers more involved in CNLP	Share CNLP Experiences/info with departments
Survey all active trainers for "What Next?" ideas.		Do better marketing to all of CNLP meeting topics
Develop departmental challenge lists	Get Corporate Sponsorships for Conferences	Who are we in a much richer way – attend or don't attend meetings
		Task every member to recruit 2 new members
		CNLP incentives for networking – awards, certificates
		Create yearly event calendar

TASK FORCE, LEADS AND MEMBERS

1. INTERNAL COMMUNICATION -   Lead: Brenda Smith – bsmith@edd.ca.gov
   Team Members: Rita Mochel, Rhonda Morris, Bruce Winner

2. MARKETING & RECRUITMENT - Lead: Mara Bouvier – mara_bouvier@calpers.ca.gov
   Team Members: Anthony Ampania, Christell Spinelli, Kerry Flowers.

3. ADVOCACY – Lead: Sue Williams – sue.williams@dgs.ca.gov
   Team Members: Kerry Cataline., Valecia Wright

4. STRATEGIC PLANNING – Lead: Kerry Cataline – kerry.cataline@cdcr.ca.gov
   Team Members: Megan Walton, Nancy Walker, Sue Williams

5. TRAINING & DEVELOPMENT – Lead: Tamara Busman – tbusman@cde.ca.gov
   Team Members: Kerry Cataline, Nancy Walker, Ella Graham, Doug Chatfield

6. WEB – Leads (co-chairs): Ree McLaughlan and Vera Nicholas – ree.mclaughlan@fire.ca.gov , vnicholas@library.ca.gov
   Team Members: Evita Choquette, Peg Wright, Brian Yeung, Chuck Borelli

7. LEADERSHIP / SUCCESSION – Lead: Rhonda Morris – rmorris@calstrs.com
   Team Members: Deborah Derov

8. PARTNERSHIP – Lead: Cecil Rowe – cecil.rowe@dgs.ca.gov
   Team Members: Sakinah Madyun

REVIEW OF PREVIOUS ACCOMPLISHMENTS FROM 2005 STRATEGIC PLAN – *Documentation* -

LEADERSHIP

ACCOMPLISHMENT	CHALLENGES	GAP
▪ Active board members ▪ Staying connected ▪ CNLP Conference ▪ Networking/Brainstorming ▪ Knowledge/Resource sharing ▪ Being Proactive ▪ Motivating Group ▪ Continuing to meet goals	▪ Revolving door w/leadership ▪ "Work" demands ▪ Shifting priorities ▪ Communication importance ▪ Attracting new members to leadership roles ▪ Recognizing new challenges	▪ Process for filling L.S. roles ▪ Communication to job ▪ Finding ways to support leadership ▪ Advocacy from Department heads to support CNLP ▪ Communication from CNLP membership to fill leadership positions

ADVOCACY

▪ At Caltrans, voice created by develop. of strong leadership program ▪ Survival of program is consistent budget cuts & staff – yet programs were not ▪ COR supported in many ways to value it ▪ Mary Fernandez, COR, SOB & our advocate and connection to the Governor's office	▪ Communication ▪ On line system to track training didn't go anywhere ▪ Lack of collaborative effort ▪ We don't have a common infrastructure ▪ Nobody taking charge ▪ 21st century project – can't think beyond pay R.	▪ Stability ▪ Sustainability of advocate ▪ Visibility ▪ Continuous review ▪ Online training – What's happening ▪ Proactive & reactive?

WEBSITE DEVELOPMENT

▪ Survey ▪ Core Members 4 ▪ Criteria ▪ http://www.statetraining.ca.gov permanent website ▪ Links updated by task force & to webmaster ▪ Projects websites http://www.projects.cahwnet.gov ▪ Forum http://cnlpforum.ca.gov ▪ Ca-trainers listserv	▪ Got Perseus software – Changing members 4 ▪ Post on Library site ▪ Resources webmaster -paid by state library – future? ▪ Beta test by task force & webmaster (Vera will retire) ▪ Use for Task Force members ▪ Advocacy to get it constant marketing for CNLP to post ▪ Webmaster support - paid by Library	▪ Future change of leadership ▪ Questionable funding ▪ Use of Forum

STRATEGIC PLAN

▪ CNLP – new name ▪ Vision ▪ Mission ▪ Values ▪ Goals ▪ Actions	▪ Working with different views – committee, org (CNLP) ▪ Finding the time & energy to do the work ▪ Keeping the decision open ▪ Keeping the focus – Membership involvement ▪ Membership involvement	▪ Now what? ▪ More membership involvement

COMMUNICATION & OUTREACH   (Considered along with Recruitment and Outreach)

▪ 2-day long training conference 2006 CSUS – CCE, CA Trainers ▪ CNLP Newsletter – discontinued when not needed due to successful development of website ▪ Development plan for training professionals ▪ CNLP Website (exchange of ideas), increase in email messages	▪ CNLP member participation ▪ Lack of consistency, continuation of CNLP newsletter	▪ Membership and participation ▪ Clear identified purpose ▪ Communication with group(target audience) new training personnel

Task Force Worksheets

Timeline of First Year Accomplishments				
TASK FORCE	**Quarter 1**	**Quarter 2**	**Quarter 3**	**Quarter 4**

CNLP	Date

IMPLEMENTATION SHEET
Name of Task Force Here

Specific Accomplishment: _____

Implementation Steps	When	Who
1.		
2.		
3.		
4.		
5.		

Resources Needed	Additional Considerations	Team Members